

XLRI IN NEWS

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'रोटी, कपड़ा और मकान में ही रोजगार की प्रचुर संभावना'
गांधीवादी अर्थशास्त्री इला भट्ट ने एक्सएलआरआई में मैनेजमेंट छात्रों का किया मार्गदर्शन

Article content with images and text. Includes a photo of a group of people and a smaller photo of a man speaking. Text discusses employment opportunities in India.

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PAGE: 1

भारत ने जीडीपी में चीन को पछड़ा, देश में स्टार्टअप के लिए अनुकूल समय
स्टार्टअप से देश ग्लोबल लीडर बनने की ओर : अब्राहम

Article content with images and text. Includes a photo of a man speaking at a podium. Text discusses India's economic growth and startup ecosystem.

PUBLICATION: Hans India
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JustLikeNew raises \$500k for expansion

BUSINESS BUREAU
Hyderabad: JustLikeNew.in, a Hyderabad-based smartphone repair e-commerce startup, has raised funds to the tune of \$500,000 through deal-making platform LetsVenture. JustLikeNew has secured the funding from angel investors including Mindtree Executive Chairman Krishnakumar Natarajan, Oracle India former Managing Director Sandeep Mathur, Indigo Consulting former Managing Director Vikas Tandon and Capillary Technologies CEO Aneesh Reddy. Co-founded by Ajit Panigrahi and Rahul Agarwal, ex-classmates at Xavier School of Management (XLRI) in mid-2014, JustLikeNew intends to utilise the fresh funds to facilitate improvements in IT infrastructure and greater penetration into ex-

erational in Hyderabad, Bengaluru and Delhi-NCR. The startup, which has a catalogue of 10,000 repair services across major brands, delivering features such as free home pickup and drop, standby mobile, two-day repair and 90-day after-service warranty, has witnessed five-fold revenue growth between July 2015 and March 2016, owing to an average month-on-month growth rate of 25 per cent. "With the number of smartphone owners estimated to cross 702 million by 2020, there is an immense scope for our service network in the country's after-sales repair space. We are confident that the adoption of online-based repair services will continue to grow at an accelerated pace in the future as well," JustLikeNew Co-founder Ajit Panigrahi said in a statement on Thursday.

PUBLICATION: Deccan Herald
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PAGE: 17

Diploma in HR Management

XLRI Xavier School of Management announces admissions to the Executive Diploma in Human Resource Management for working executives (EDHRM: 2017-18). The programme has been designed for working executives to enhance their professional knowledge and skills that are essential to play the HR role effectively within the dynamic and fast-growing corporate world and earn an executive diploma in HRM without interrupting their career. The five-month programme with six terms comprises 15 compulsory courses spread over the first five terms while the sixth term is exclusively devoted to action research-based project. The applicant to this programme has to be a graduate (any discipline) (minimum six years of full time study) from a recognised university with minimum of five years full-time work experience in managerial positions in HR sector. The candidates are selected through personal or type interview. The last date for online registration is October 15, 2016. For details, call 91-657-6653245 or email hr@xlri.ac.in. Visit www.xlri.ac.in/academic/education/diploma-hrm.aspx for further information.

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ENTREPRENEURSHIP NO MORE THE TOP CHOICE FOR B-SCHOOL GRADS

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NEW DELHI: Is the hoopla around student-entrepreneurs passe? Business school graduates are moving away from entrepreneurship. Spiralling concerns over the risks related to launching one's own venture, tough questions from investors and increasing entry barriers in the market are probably holding back students from trying their entrepreneurial skills.

Data from leading business schools, including the Indian Institutes of Management (IIM), the Indian School of Business (ISB), IMT Ghaziabad and IMT Dubai show the number of students picking entrepreneurship has declined in last two years. Colleges, including Xavier School of Management (XLRI) and IIM Bangalore, denied sharing the data.

At IIM Ahmedabad, in 2013, only five students from the batch of 373 opted for entrepreneurship. This increased to 13 out of 366 in 2014. Last year, it fell marginally to 11 out of 377. This year, however, the number plunged to eight from the batch of 383 students. Similarly, at ISB Hyderabad, 33 students out of 767 opted for entrepreneurship in 2015. The number fell to 15 last year and further to seven this year in the batch of 812 students.

Other business schools show a similar trend. At DMT Ghaziabad, five students opted for entrepreneurship out of a total strength of 442 in 2014. In 2015, the number fell to just one in the batch of 416 students. Colleges did not offer insights on the trend. The IIM-A said its spokesperson is travelling and unavailable for comments, and ISB cited similar reasons.

However, colleges explained that students opting for entrepreneurship depends largely on their business idea materialising.

"If the business plan pans out well and the business is able to garner funding to launch its products, students opt out of the campus placement process to start their own business. But if the business plan needs more planning or research, students opt for campus placements only to defer launching their entrepreneurial venture," said Vishal Goyal, group head, IMT Ghaziabad and Dubai.

The dearth of funding avenues might push students to opt for placements rather than to opt for their own ventures. A study by India Ratings and Research (Ind-Ra) says startups, specifically e-tailers, have had less luck this year, with muted deals during January to April. This will also result in high-entry barriers. "Established players will enjoy the first-mover advantage as they have limited operating expenses compared to the



large capital expenditure of new ones." After the bubble, investors are now looking for companies with a robust and proven unit economics, which might prevent new entrepreneurs from entering the market easily.

"Capitalists are now asking tough questions on spending and valuations. Deals will take longer to close because of the increased scrutiny now, and probably half of them will get cancelled. This will make the aspiring entrepreneurs shy," said Vinod Mehta, managing director of housew Capital.

Headhunters said the dip is also because several startup failures have made headlines in the last one year. About 18 startups have shut shop in the first half of this year, including familiar names like Ting Owl, Washnara, PepperTap, Intelligent Interfaces and Delirium King.

"The high-risk high-gain image of startups has been dented and now it is more about just high risk, as we haven't seen new unicorns like Ola and Flipkart coming up in the last two years," said Kamal Karanth, MD at US-based staffing firm Kelly Services.

The only exception to the trend of fewer students opting for entrepreneurship was the Delhi-based Faculty of Management Studies, whose data showed a rise in students favouring entrepreneurship — 13 students out of 223 opted for entrepreneurship in 2016, a considerable rise from four out of 217 in 2014.



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स्टार्टअप के लिए अनुकूल समय : अब्राहम

जमशेदपुर | संवाददाता

एक्सएलआईआई के पोस्ट ग्रेजुएट प्रोग्राम धरि सर्टिफिकेट इन इंटरप्रेनोरशिप मैनेजमेंट (पीजीपी-ईईएम) के खातें बैच की शुरुआत कृष्ण को एक्सआईआई के प्रिंसिपल गभरिया धरि।

इस दौरान एक्सएलआईआई के प्रिंसिपल फादर ई. अब्राहम ने नये छात्रों से स्टार्टअप, इंटरप्रेनोरशिप व भारत में ए उद्यम की बढ़ती संभावनाओं के बारे में विस्तृत जानकारी दी।

देश की आर्थिक गति तेज : एक्सएलआईआई के प्रिंसिपल फादर ई. अब्राहम ने कहा कि स्टार्टअप के लिए आज हमारे देश में सबसे अनुकूल समय

है। देश की आर्थिक गति तेज है। 2015-16 में देश की जीडीपी 7.6 दर्ज की गई है जो विगत वित्तीय वर्ष के मुकाबले ज्यादा है। विगत वर्ष जीडीपी 7.2 फीसद दर्ज की गई थी। जीडीपी की इस गति ने देश को विश्व की सबसे तेज बढ़ती इकोनॉमी के रूप में स्थापित किया है। यही नहीं बल्कि इस मामले में हमने चीन को भी पछाड़ दिया है। फादर अब्राहम ने कहा कि हमारे देश का अर्थशास्त्र धरि-धरि नये इंटरप्रेनोर के अनुकूल हो जा रहा है।

65 फीसद छात्र अलग क्षेत्र से : फादर अब्राहम ने छात्रों को बताया कि इस प्रोग्राम को एक्सएलआईआई की ओर से नये स्टार्टअप को बढ़ावा देने के लिए सी 2009-10 के दौरान संस्थान के इंजीनीयर डिजाइन किया गया था।

एक्सआईआई गभरिया

• भारत में नए उद्यम की बढ़ती संभावनाओं की दी जानकारी

• 2015-16 में देश की जीडीपी 7.6 फीसदी दर्ज की गई

प्रगति की राह पर ले जाएं

इंजीनीरी के वेयररर्स डॉ. विश्व कल्लभ ने भी संबोधित किया। उन्होंने कहा कि इस कोर्स के माध्यम से देश को एक ऐसी पीढ़ दी जा रही है जो स्टार्टअप के माध्यम से देश को प्रगति की राह पर ले जाएं। इसके लिए खास तौर पर इस कोर्स को डिजाइन किया गया है। कार्यक्रम को एक्सएलआईआई के डीन (एकईएमएस) डॉ. एके घानी व इंजीनीरी के पूर्व वेयररर्स प्रो. प्रहल के सेन ने भी संबोधित किया।



एक्सआईआई में गुरुवार को कार्यक्रम को संबोधित करते फादर अब्राहम। • हिंदुस्तान

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Globalisation has hit traditional crafts, local producers: Bhatt

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JAMSHEDPUR: The impact of globalisation on the local producers was the main topic of discussion at a lecture organised on the occasion of social entrepreneur and father of White Revolution in India, Dr Verghese Kurien's third memorial in Jamshedpur on Saturday.

Ela Bhatt, an eminent social activist and founder of SEWA (Self Employed Women's Association), who spoke on the topic, "Living with Amibandh: A way to sustainability", said, "Globalisation is exciting, but the excitement of the new and modern has dulled our awareness of what is happening in our own backyard. Our concern for the local producers has been steadily declining. We must remember traditional crafts



Ela Bhatt at an XLRI event in Jamshedpur. • HI PHOTO

are not our past; they are also our future."

She said Amibandh means interlinking. "We should begin by building an active relationship with the world. Let us build a fair and prosperous society by approaching problems in an ethical and holistic way so that our natural resources are equitably distributed, and our labour is fairly rewarded."

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Startup phobia spreads to pvt management institutes

PLACEMENT BLUES XLRI Jamshedpur, SP Jain, others tighten recruitment norms this season on the lines of IITs and IIMs

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NEW DELHI: The rising skepticism towards start-ups on engineering and management campuses has spread to private institutes, which have decided to scrutinise them during placements based on financial indicators, job roles, career growth, learning opportunity, alumni feedback and past relationships.

Startups have been in the news for reneging on job offers at the Indian Institutes of Management (IIMs) and Indian Institutes of Technology (IITs), which have reacted strongly. The all-IIT Placement Council, the panel responsible for campus hiring across the IITs, blacklisted 31 start-ups last month.

Still, the real worry for these start-ups may be the private institutes, which, taking a cue from the IITs and IIMs, have tightened the recruitment norms for campus placements this season.

There is much more placement action for start-ups at the private institutes. Only a handful of aspirants make it to the IITs and the IIMs, and the private institutes hold a far larger number of engineering and management graduates. All the 23 IITs together have 10,572 seats and the 15 IIMs 3,700.

There are 4,685 private engineering institutes with a combined capacity of 2,600,706, and 3,231 private management institutes that can take in 41,495. The solace for the recruiters is that most of the private institutes do not plan to blacklist any startup this year.

"If a recruiter has had issues on our campus or other campuses, the recruiting company will not be favoured by students," says Rajiv Misra, the head of placements at XLRI Jamshedpur. "We are not blacklisting any startup or any other company."

Siddharth Deshmukh, who is the joint person for companies at MCA, Ahmedabad, says the institute will look harder at a startup's funding, stability, management team, and its growth in at least the previous two years. Some of them are derived from the balance sheet, profit and loss statement, and press reports.

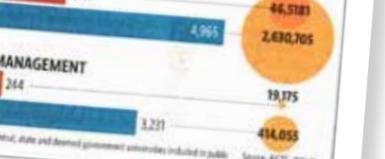
At SP Jain Institute of Management and Research, a few students were victim of deferred placements last year. "We will reach out to our alumni in startups and invite companies for internships and interactions with students," says professor Abhishek Gabula, who heads external relations and administration at the institute.



Students at XLRI Jamshedpur. • HI FILE

A private problem

The intake capacity of private engineering and management institutes is over 6 times higher than government institutes



*Central, state and deemed government institutes included in public. Source: AICTE, 2015-16

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XLRI to churn young entrepreneurs, launches 7th batch of certificate programme in Entrepreneurship Management



Jamshedpur: Xavier School of Management (XLRI) on Thursday inaugurated the 7th batch of its Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM: 2015-16) at XLRI's Entrepreneurship Development Centre (EDC) in XITE campus, Gandhinagar.

The new batch consists of 66 students shortlisted on the basis of a rigorous selection process. While half of the students are from Jharkhand, the rest is drawn from the rest of the country.

Addressing the students, E. Abraham S.J, director, XLRI said, "India's gross domestic product (GDP) grew 7.6 per cent in 2015-16, up from 7.2 per cent a year ago. With such a high growth rate, India has managed to retain its tag of the world's fastest growing major economy - outpacing even China. More importantly, our resurgent economy is slowly but steadily putting in place a favorable eco-system for budding entrepreneurs."

"The students have diverse educational backgrounds. More than 65 per cent of the students have work experience of varying duration. Quite a few of them have qualifications in engineering, law, business management, computer application and chartered accountancy etc. while some are post-graduates in various other fields. We hope the diversity among the students will help the process of peer learning," Fr. Abraham further added.

In his address Fr. Abraham also stressed on the opportunities that now have opened for entrepreneurship and start-ups in the country how India is competing with other countries to be a global leader in this arena.

The Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) is a full time 6-month program in the domain of entrepreneurship management designed and developed by Entrepreneurship Development Centre (EDC) of XLRI to provide competency-based education to the candidates with a view to promoting entrepreneurship having equipped them with the essential conceptual and operational skills required for running an entrepreneurial venture successfully.

The programme has been designed carefully in order to ensure that it helps meet the gaps identified in similar programmes currently being run elsewhere. We would like the graduates of PGP-CEM not only to be informed of the different functions of an entrepreneur, but also to be equipped adequately to get over the challenges as and when they encounter the same.

We are happy to see that over the years, many of our graduates have come forward with unique ideas and launched their own ventures."

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Samarthya organises '2nd edition of 'Meet the Mentors' at XLRI

Jamshedpur: Students of XLRI, under the banner of Samarthya, a student body on campus organized the 2nd edition of 'Meet the Mentors, Train the Trainers' on September 17 and 18 at their campus.

Its purpose was to make teachers more attuned to youth psychology and their own self so as to help them mentor and counsel their students better. The event saw an enthusiastic participation from teachers of five different schools - DBMS.



that the event went smoothly. The program was inaugurated by Fr. Oswald A J note given by Fr. Francis M Peter, S J, Faculty Coordinator Samarthya and Trainers' was conceptualised by Prof IS Inudavari last year. to b

PUBLICATION: The Financial Express
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Education roundup

XLRI to hold 3rd Verghese Kurien Memorial Oration on sustainability

XLRI-Xavier School of Management will organise the 3rd 'Dr Verghese Kurien Memorial

Oration on Sustainable Development' on September 24, 2016, at XLRI Campus, Jamshedpur. This year, the oration is to be delivered by Ela Bhatt, the founder of SEWA (Self Employed Women's Association). She would talk on the topic "Living with Anubandh: A Way to Sustainability". Fr E Abraham, S.J, director of XLRI, said, "Dr Kurien was a thinker, a revolutionary and a social entrepreneur who ideated the world's biggest agricultural development programme. XLRI instituted the oration in his memory with the aim to commemorate his legacy through propagating the idea of an empowered, equitable and sustainable society."

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XLRI launches theme of its management festival Ensemble

Jamshedpur, Sept. 19: Ensemble, the annual flagship management festival of XLRI Jamshedpur officially launched its theme Ignito on Sunday. Ensemble 2015 had seen participation from over 50 B-Schools with over 4000 teams participating, and both the numbers are set to reach new heights this year.

Ignito is an event where all the co-curricular and extra-curricular committees on the XLRI campus come together to create a large event which includes all facets of business. The participation of the various committees on campus this year embodied the very spirit of coming together that is at the core of Ensemble. This year, Ignito saw a huge participation of 100+ students from the college and the event was made even more fun with the different offbeat activities like wall climbing, confessions arena and the

settle corner. The events were followed by a sky lantern activity where the students and faculty of the college together filled the sky with the bright lights. As the bright lanterns soared into the night sky, the legacy of Ignito continued yet again and the feeling of joy and expectation for the success of Ensemble and excitement for the 2016 soared with them. The event ended with a grand spectacle where the official theme of the fest was unveiled amidst music and firecrackers. The theme for Ensemble 2016 is "Be the Business". "Be the Business" encompasses the ideas of leaving a lasting footprint, of being leaders and game-changers in one's every endeavour, of having the passion to innovate and to transform the future. With such an enthusiastic response from the students, it is evident that Ensemble 2016 will be setting new standards for success this November.

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PAGE: 2

Social activist Ela Bhatt to deliver Dr Verghese Kurien Memorial Oration at XLRI on Sep

Jamshedpur, Sept. 8: Ela Bhatt, eminent social activist and Founder of SEWA (Self Employed Women's Association) will deliver the 3rd Dr Verghese Kurien Memorial Oration on Sustainable Development' in memory of the founder of Amul Dr. Verghese Kurien, otherwise known as "the Milkman of India" on September 24 at XLRI campus.

This year, the oration is to be delivered by Ela Bhatt, eminent social activist and Founder of SEWA (Self Employed Women's Association). She would deliver the oration on the topic Living with Anubandh: A Way to Sustainability.

Father E. Abraham, director of XLRI commented, "Dr Verghese Kurien was a thinker, a revolutionary and a social entrepreneur who ideated the world's biggest



agricultural development programme. It was his "billion-litre idea" which made dairy farming India's largest self-sustaining industry, with benefits of employment, incomes, credit, nutrition, education, health, gender parity and empowerment, breaking down caste barriers and grassroots democracy and leadership. XLRI instituted the oration in his memory with the aim to commemorate his legacy through propagating and

disseminating the idea of an empowered, equitable and sustainable society."

Padma Bhushan Dr. Ela R. Bhatt, a lawyer by training, is a part of the international labour, cooperative, women, and micro-finance movements. She founded the Self-Employed Women's Association of India (SEWA) in 1972 - a trade union which now has more than 1,000,000 members. She served as its general secretary from 1972 to 1996. She is also a member of The Elders, an international group of world leaders to contribute their wisdom, independent leadership and integrity to tackle some of the world's toughest problems, where she has been particularly involved in initiatives on equality for women and girls, including the issue of child marriage.

Director comments: extremely. Dr. Ela Bhatt 3rd 'Dr Verghese Kurien Memorial Oration' will be the most visionary entrepreneur dedicated for the poorest and women's country." "Dr. Verghese Kurien Memorial Oration is our humble tribute to a visionary, Madhukar Arunpuri & Sustained annual oration inspire and budding social and social he added.

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PAGE: 5

'Nareetva Darshan' will help transform today's male-dominated society: Kolhan DIG

Brahma Kumaris screens documentary depicting women empowerment

Jamshedpur, Sept. 25: Brahma Kumaris in association with Lions Clubs screened highly Creative and Inspirational Hindi Documentary Talk Show Film 'Nareetva Darshan' Episode 'Swamian Ya Purosh Saman' (Self respect or equal to men) at Payal Cinema in Mango on Sunday, September 25, where more than 1000 ladies and gents were present. Shambhu Thakur, IPS, DIG Kolhan was the chief guest for the occasion while Anoop T Mathew, IPS, SSP, Jamshedpur was the distinguished guest.



through the film. Applauding the efforts put in by BK Dr. Sunita Didi and her dedicated team, Chief Guest Shambhu Thakur, IPS, DIG Kolhan, said that this concept of Nareetva Darshan will bring about a great transformation in the mindset of today's male dominated society and that in today's world this is a first grand step of Empowering Women through a Film, initiated by Brahma Kumaris. He further said that he is the father of two daughters and does not have a son but he is very proud of them. He also added that daughter-in-law should also be treated as daughter only and given due regard. He also appreciated the overall

Singhbhum Chamber of Commerce & Industry, Maini Devi Siva, Owner, Payal Theatre, Rabid Sava, Owner, Payal Theatre, Dr. Ashish Pari, Dena (Academic), XLRI, PN, Das Prop. Das Tent were present as the guest of honour along with several others. 'Nareetva Darshan' (of 13 Episodes) with its mind-boggling tagline 'Nari ko Nahin...Nareetva ko Dekhiye...ek Vachari ki Khat...Le's Look Beyond Feminine...To ward's Sapremacy...An Ideological Revolution...' is the Winner of the 'Best Concept' National Award in the 4th Gujarat National Film Festival 2014. This inspirational film is conceptualized and Directed by Brahma Kumari Dr. Sunita Didi. She has reported that Brahma Kumaris believe that the history of a woman is the history of mankind. The dignity of a woman and of our world is a mirror that reflects the innate powers of a Woman. This film equally resonates with the male population as well. Binod Kumar, DDC, Rajnagar, District Collector, Lions Club, District 322A, Suresh

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Women mountaineers share their journey to the top, 'Sky is the Limit' motivates students to dream big

Jamshedpur : It proved to be a motivational as well as brainstorming session for more than 1000 students of 59 schools in and around Jamshedpur to draw inspiration from the success stories of three women India's first amputee mountaineer, Arunima Sinha, her mentor Bachhendri Pal and India's oldest women to scale Mt Everest Premalata Agarwal. The occasion was Sky is the Limit, an interactive programme organised by the Tata Business Excellence Group at the Fasy auditorium in Loyola School today. Recollecting from her rich experiences, Premalata Agarwal spoke about her challenge to conquer the peak at an older age. Agarwal spoke about her challenges yet the extraordinary journey of climbing Mt. Everest. 'My family has been my inspiration and pillar of strength in my forays into the exciting and dangerous world of adventure sports. Otherwise climbing Mt Kilimanjaro, Mt Aconcagua, and Mt Everest would only have remained



a distant dream," she noted. Sharing nostalgic moments of her life she recounted: "I used to visit JRD Tata Sports Complex for my evening walks. However, during one of my visits I came across an Adventure Sports Foundation nestled in the stadium. I met Bachhendri Pal and her personality inspired me to follow her route and the rest as it is said is history." A short documentary was also screened before the programme began. Students also questioned the three ladies. The questions ranged from whether they felt to withdraw while they were on this journey to the peak to what these mountaineers would have

liked to suggest their parents to let their children follow dreams and how did they manage their family with this goal. "I must say that we have only 24 hours in a day and that is same for everybody. Whatever we do manage time wisely. So it's time management. I as a mother, a wife have done it and I think all can do the same." Said Agarwal on a question. She reinforced the importance of making repeated attempts, to strengthen your resolve with every failure you're faced with, until you emerge a winner. "Victory is in the attitude you carry during the pursuit of your dream, it's not merely the act of achieving something. Our ability never restricts us, our thoughts do. Don't be afraid to fail," she noted. She said that the journey to Mount Everest started when she was at the trauma centre in AIMS, Delhi. She was thrown out of the train because she resisted a crime and later she got to know that she was there on the tracks for seven hours with 49 trains which had already crossed that route. "I realised if I was alive, it was for a purpose. We all have qualities but everybody doesn't recognise it. For me the best moment was scaling Mount Everest, for you there may be something else," said Sinha while speaking to

students. Bachendri Pal, who is also the chief, Tata Steel Adventure Foundation (TSAF) said that her journey began after conquering Mount Everest. "I had climbed the highest peak but then what. In a male dominated arena, I decided to lead those who wanted to reach that peak". Bachendri Pal, Premalata Agarwal and Arunima Sinha answered over 20 questions from students. The questions covered a wide range of topics from leadership qualities, challenges faced, interests and career choices, parental pressures, turning points in childhood and student experiences. Inspired by Tata Steel's "Window on the World" programme, Tata Business Excellence Group (formerly TQMS) had started a platform called "SKIL-Sky is the Limit" for senior school children at Jamshedpur under its Education Excellence Programme (TEEP). The objective of this initiative is to enable students to interact with accomplished personalities and derive inspiration from them.

PUBLICATION: The Avenue Mail
DATE: 26 September 2016
EDITION: Jamshedpur
PAGE: 8

XLRI organizes 3rd Dr Verghese Kurien Memorial Oration on Sustainable Development Ela Bhatt calls for interconnection between consumers and local producers

Jamshedpur, Sept. 25: Dr Ela Bhatt, eminent social activist and founder of NARDA (National Rural Artisans and Rural Development Association) called for interconnection between consumers and local producers. As a consumer, when we buy hand-made goods, we are supporting the artisans with our money. We are using that to support the poor village artisans and her empowerment, while the rich urban lifestyles of our country, she noted. Ela Bhatt emphasized the need for a connection between consumers and local producers. She said, "I suggest we begin by looking at our own consumption. We are all based on each other and to the benefit of the world."



physical health, as it affects our mind and emotions. She expressed her concern about the growing impact of globalisation on local producers. "Globalisation has led to the extinction of many local producers. We have been steadily losing our traditional crafts and skills. We are not just losing our culture, we are also losing our identity. I suggest we begin by looking at our own consumption. We are all based on each other and to the benefit of the world."

PUBLICATION: The Avenue Mail
DATE: 14 September 2016
EDITION: Jamshedpur
PAGE: 8

XLRI to organise The Startup Quiz to promote spirit of entrepreneurship

Jamshedpur, Sept. 13: Come on the days when medical and engineering were the only two career options approved by the society as 'successful careers'. The world is now ruled by Elon Musk (Tesla, SpaceX) and Mark Zuckerberg (Facebook). This is the start-up generation. Promoting this blazing spirit of entrepreneurship amongst youth, the Entrepreneurship Cell of XLRI in association with Tehnagat Incubation Centre is organizing the Startup Quiz 2016 on September 17. It is a quiz aimed at not only testing the entrepreneurial quotient of the youth of Jamshedpur but also introduce them to the opportunities, chal-



lenges and various other aspects of becoming an entrepreneur. The quiz is open for all students from class X to those pursuing post graduation. The quiz will provide a great platform for learning and interacting with like-minded people. The startup quiz, sponsored by Tata Steel is an initiative by a group of committed students of XLRI to educate the leaders of tomorrow and ignite in them the desire to achieve big. To be conducted on September 17 at the XLRI campus this year, the quiz will give participants a golden opportunity to interact with a pool of talent and impact the business scenario of PM's startup India. To participate in the event, the students, with valid college school ID card, have to register on the Facebook page of E-Cell XLRI. The quiz will be played in a team of 2 participants from the same college/school. The quiz will be played in 2 rounds and the correct event will span for about 4-5 hours. No entry fee will be charged for the participants. The theme of the quiz is based on the world's most advanced, growing and events in the startup sector and it does not require any specific domain knowledge. Not only the students will get a chance to showcase their knowledge in the startup world, but there are also awards to the top 5 winning teams. September 17 will be the day worth watching young budding entrepreneurs showcasing their learn to check their understanding of the Startup world. This startup quiz will give all students a platform to showcase their knowledge and march ahead in their journey of entrepreneurship.

PUBLICATION: The Economic Times
DATE: 20 September 2016
EDITION: Mumbai
PAGE: 23

CEO of Jubilant FoodWorks Ajay Kaul Quits

Exit comes at a time when quick service restaurants are facing declining sales growth



New Delhi: Jubilant FoodWorks chief executive Ajay Kaul has resigned after 11 years at the helm of the India franchise of Domino's Pizza. "Kaul has stepped down to evaluate and pursue opportunities outside the Jubilant Brands group," Jubilant FoodWorks CEO J.P. Singh said in a filing before the Bombay Stock Exchange (BSE) on Monday. Kaul, who is also a shareholder director at the firm, will continue to liaise with the firm till March 2017. "I am figuring out various options which could range from CSR to private equity. My immediate priority is to find a successor," he said. His exit comes at a time when the company, like most in the quick service restaurant (QSR) business in the country, is going through a tough time with declining same-store sales growth (SSSG) with consumers scaling back spends. For the April-June quarter, JFL announced a 3.2% year-on-year drop in same-store sales — its lowest SSSG in seven quarters. The company's operating profit was down 14%, while net profit declined 21% to ₹29 crore in the June quarter. JFL runs 1,662 Domino's stores and 71 Dunkin' Donuts outlets. Kaul had joined JFL in 2005 and helped it become the first organised restaurant chain to get listed on stock exchange in the country in early 2010. Domino's Pizza became the country's largest fast-food chain, beating burger chain McDonald's under his leadership. Kaul also struck an exclusive franchise deal with Dunkin' Donuts in 2011. An XLRI Jamshedpur alumnus, Kaul joined JFL from logistics firm TNT Express in Indonesia. Earlier he had worked at American Express bank and now defunct

PUBLICATION: Pioneer
DATE: 20 September 2016
EDITION: Jamshedpur
PAGE: 4

Mentors meet for holistic education at XLRI

PNS ■ JAMSHEDPUR

Students of XLRI, under the banner of Samarthya, a student body, organised the second edition of 'Meet the Mentors, Train the Trainers' on September 17 and 18 on the campus.

Its objective was to make teachers more attuned to youth psychology and their own self so as to help them mentor and counsel their students better. The event saw an enthusiastic participation from teachers of five different schools—DBMS, St Mary's, ADLS Sunshine, Kerala Samajan Model School and KPS Kadma.

The trainers who helped made this workshop a huge success were Prof Manish Singhal, Chairperson, Organisational Behaviour; Fr Oswald AJ Mascarenhas SE IDI Tata Chair



in Business Ethics & Student Counsellor; Fr S Tony Raj SJ—Loyola College and Board of Governors, XIMB and Fr. Anton Joseph, Delhi University; Fr. Francis M Peter, SJ, Faculty Coordinator Samarthya, worked tirelessly to ensure that the event went smoothly. Fr Oswald AJ Mascarenhas SE IDI Tata Chair

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of the year. They seek to become 'buddies' of students and help in solving their problems and issues.

Understanding their own limitations of scale, 'Meet the Mentors, Train the Trainers' was conceptualised by Prof ISF Irudayaraj last year, to be able to reach the teachers instead because they were the ones who interacted with students and parents regularly.

Anuja Singh, a teacher at Kerala Samajan Model School appreciated saying that, 'The strength was the emotional attachment given to the workshop, the involvement of the students and the extremely committed resource persons'

Reeta Bhusal, a teacher at St Mary's commented that, 'It was a very informative session and will surely help us to perform better in our workplaces'

PUBLICATION: The Pioneer
DATE: 9 September 2016
EDITION: Jamshedpur
PAGE: 4

XLRI to host Ela Bhatt for Kurien Memorial Oration

Jamshedpur: Ela Bhatt, eminent social activist and Founder of SEWA (Self Employed Women's Association) will deliver the 3rd 'Dr Verghese Kurien Memorial Oration on Sustainable Development' in memory of the founder of Amul Dr Verghese Kurien, otherwise known as 'the Milkman of India' on September 24 at XLRI campus. She would deliver the oration on the topic 'Living with Anubandh: A Way to Sustainability. Father E Abraham, director of XLRI commented, "Dr. Verghese Kurien was a thinker, a revolutionary and a social entrepreneur who ideated the world's biggest agricultural development programme. It was his 'billion-litre idea' which made dairy farming India's largest self-sustaining industry, with benefits of employment, income, credit

nutrition, education, health, gender parity and empowerment, breaking down caste barriers and grassroots democracy and leadership. XLRI instituted the oration in his memory with the aim to commemorate his legacy through propagating and disseminating the idea of an empowered, equitable and sustainable society." Padma Bhushan Dr. Ela R. Bhatt, a lawyer, is a part of the international labour, cooperative, women, and micro-finance movements. She founded the Self-Employed Women's Association of India (SEWA) in 1972 — a trade union which now has more than 10 lakh members. She served as its general secretary from 1972 to 1996. She is also a member of The Elders, an international group of world leaders to contribute their wisdom, independent leadership.

PNS

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DATE: 24 September 2016
EDITION: Jamshedpur
PAGE: 8

Ela Bhatt to deliver Dr Verghese Kurien Memorial Oration at XLRI today

Jamshedpur : Ela Bhatt, eminent social activist and Founder of SEWA (Self Employed Women's Association) will deliver the 3rd 'Dr Verghese Kurien Memorial Oration on Sustainable Development' in memory of the founder of Amul Dr. Verghese Kurien, otherwise known as "the Milkman of India" on Saturday at XLRI campus.



This year, the oration is to be delivered by Ela Bhatt, eminent social activist and Founder of SEWA (Self Employed Women's Association). She would deliver the oration on the topic 'Living with Anubandh: A Way to Sustainability.'

Padma Bhushan Dr. Ela R. Bhatt, a lawyer by training, is a part of the international labour, cooperative, women, and micro-finance movements. She founded of India (SEWA) in 1972 - a trade union which now has more than 1,000,000 members. She served as its general secretary from 1972 to 1996. She is also a member of The Elders, an international group of world leaders to

contribute their wisdom, independent leadership and integrity to tackle some of the world's toughest problems, where she has been particularly involved in initiatives on equality for women and girls, including the issue of child marriage. Fr. E Abraham, S. J. Director of XLRI commented, "We are extremely happy to have Dr. Ela Bhatt to deliver the 3rd 'Dr Verghese Kurien Memorial Oration'.

She is a legend herself and one of the most remarkable visionaries and entrepreneurs who dedicated her life's most oppressed women workers in the country."

"Dr. Verghese Kurien Memorial Oration on Sustainable Development is our humble initiative to pay tribute to the great visionary," said Prof. Madhukar Shukla, chairperson of XLRI's Fr Arupe Center for Ecology & Sustainability. "With this annual oration, we aim to inspire and inculcate values of entrepreneurial spirit in budding business leaders and social entrepreneurs", he added.

PUBLICATION: The New Indian Express, Edeex
DATE: 12 September 2016
EDITION: Bangalore
PAGE: 12



New Batch at XLRI Begins

Xavier School of Management inaugurated the 7th batch of its Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) at XLRI's Entrepreneurship Development Centre (EDC) in XITE campus, Gamharia on September 1. The new batch consists of 66 students shortlisted on the basis of a rigorous selection process. The inaugural ceremony was graced by Fr E Abraham, Director of XLRI, Dr AK Pani, Dean (Academics) — XLRI, Dr Vishwa Ballabh, Chairperson, Entrepreneurship Development Centre (EDC) — XLRI and Prof Prabal K Sen, Former Chairperson, XLRI — EDC. Addressing the students, Abraham spoke about their commitment to fostering the spirit of entrepreneurship in students.

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DATE: 20 September 2016
EDITION: Jamshedpur
PAGE: 4

Mentors meet for holistic education at XLRI

PNS ■ JAMSHEDPUR

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Its objective was to make teachers more attuned to youth psychology and their own self so as to help them mentor and counsel their students better. The event saw an enthusiastic participation from teachers of five different schools—DBMS, St Mary's, ADLS Sunshine, Kerala Samajan Model School and KPS Kadma.

The trainers who helped made this workshop a huge success were Prof Manish Singhal, Chairperson, Organisational Behaviour; Fr Oswald AJ Mascarenhas SJ, IRD Tata Chair



in Business Ethics & Student Counsellor; Fr S Tony Raj SJ – Loyola College and Board of Governors, XIMB and Fr. Anton Joseph, Delhi University, Fr. Francis M Peter, SJ, Faculty Coordinator Samarthyaa, worked tirelessly to ensure that the event went smoothly.

Fr Oswald AJ Mascarenhas inaugurated the session. The

sessions covered Emotional Intelligence, Coaching, Mentoring and Challenges facing teachers and included various activities and sessions designed to make teachers reflect and introspect on their own selves and teaching styles. The session aided them in becoming better mentors and counsellors for their students

and their parents. The students in Samarthyaa, the youth wing of CEMLR, regularly go to schools to engage with students on various topics such as Joy, Fear, Stress, Relationships, Failure, Speak Up, Exam Preparation among others. They engage with 700 students of classes 9th to 12th on a weekly basis throughout

the year. They seek to become 'buddies' of students and help in solving their problems and issues.

Understanding their own limitations of scale, 'Meet the Mentors, Train the Trainers' was conceptualised by Prof ISF Irudayaraj last year, to be able to reach the teachers instead because they were the ones who interacted with students and parents regularly.

Anuja Singh, a teacher at Kerala Samajan Model School appreciated saying that, "The strength was the emotional attachment given to the workshop, the involvement of the students and the extremely committed resource persons."

Reeta Bhusal, a teacher at St Mary's commented that, "It was a very informative session and will surely help us to perform better in our workplace."

PUBLICATION: The Telegraph
DATE: 1 September 2016
EDITION: Jamshedpur
PAGE: 7

Marketing brains for particularly vulnerable tribe to sell bamboo wares

XLRI biz whizz for Sabar craft

ANTARABOSE

They can weave mats with bamboo, palm leaf and bamboo grass but lack the marketing skill to woo buyers, prompting XLRI, Jamshedpur, to its rescue. Some 200 Sabars, part of the traditional hunter-gatherer tribe in East Singhbhum forests once classified under primitive tribes and now renamed particularly vulnerable tribal groups (PVTG), work with a Delhi NGO, Ambhika, in its Sarvobhava-Kharasowan branch, making fruit baskets, pen stands, flower vases, wall clocks and designer hats.

Now, 24 students of B-school XLRI, as part of a social project, have come together to help Sabar weavers and craftspeople how to tactically market their products.

"We make decorative and useful items but they hardly sell," admitted Raj Patel, the in-charge of NGO Ambhika. "Though the NGO gives us the platform to take part in national trade fairs and have a little bit of presence in Delhi House, New Delhi, we don't have the know-how to market products," Patel said.

In East Singhbhum, most Sabar people live in twipand-hut huts on forests fringes and eke out a bare minimum livelihood by selling wood. They laboriously collect at dirt-chop rates. For most Sabars, a meal of boiled rice is a luxury. Many still subsist on boiled roots. Extremely poor, their ignorance and a natural shyness keeps most out of the loop of government welfare schemes.

In this scenario, Sabar artisans of Nimdi block in Saraketa-Kharasowan, who are associated with Ambhika, are back to their life.



XLRI students with Ambhika members in Saraketa. Telegraph photo

day apart from food and conveyer. But, Sujitra Sinha, current rector, Dr Ram Dayal Mishra Tri Welfare Research Institute, set involved in uplifting the Sabar 1998, wanted them to aim bigger was Sinha who approached XLRI help in and help the Sabars market their wares smarter.

Now, 24 members of Social Enterprise Group for Managerial Assistance (Sigma), a student society XLRI, are working on a plan to Ambhika and its artisans meet The B-school students have created three teams, each looking at a special field. One team looks at line marketing, exploring collaborations with e-commerce websites

studying consumer behaviour for handicraft products. The second is taking care of offline or retail marketing and building a local customer while the third team works on training the Sabars to enhance their presentation skills.

"We are working on this project for the last one month," said Akh Boddie, a Sigma member and second-year business management student XLRI. "Tribal people are shy. They make beautiful products but lack communication skills. In fact, when Sabar craftsmen from Ambhika had up a stall in our own XLRI event Vajhalla, we'd seen they lacked basic skills to attract customers and only answered when asked," he said.

He added every business, service or product needed marketing to be sustainable. "We are sure results would show now that our market acumen has been added to the skills of the Sabars. It's a great enable for their own growth later."

PUBLICATION: The Statesman
DATE: 13 September 2016
EDITION: Kolkata
PAGE: 16

Global winners

Students of Xavier School of Management, Jagruti Vojjala and Anunay Arora have won the International New Future Challenge organised by the Global Innovation Company held at 3M Headquarters in St Paul, Minnesota, USA



in July. The student team was adjudged winner among competing B-School students from 13 other countries and have been offered six-month mentorship with a 3M senior leader and mentorship opportunity besides a vast international exposure. Both winners have also received a pre-placement offer from 3M India. "It's been a long journey and I have thoroughly enjoyed each part of it. This is a platform where my ideas were appreciated and that felt even better than winning," said Vojjala, a second-year business management student.

PUBLICATION: The Times of India, Student Edition
DATE: 5 September 2016
EDITION: Kolkata
PAGE: 8

Biz school holds annual sports & cultural fest

The annual sports and cultural festival at XLRI was held on September 4-5. The event featured a variety of sports including football, basketball, and badminton, along with cultural performances by students from different schools. The festival was a great success and provided a platform for students to showcase their talents and enjoy a day of fun and competition.

PUBLICATION: The Telegraph
DATE: 19 September 2016
EDITION: Jamshedpur
PAGE: 11

15 teachers polish classroom skills at XLRI workshop

Smart tips at mentor meet

OUR CORRESPONDENT

Don't multi-task. Switch tasks for focus. Don't think coaching and counselling a student are the same, they're different. Teachers of five city English-medium schools learned these and more to better their interactive skills in the classroom at a two-day workshop at XLRI that ended on Sunday.

Titled *Meet the Mentors, Train the Trainers*, the workshop was organised by Samarthyaa, a student society of Centre for Education Management and Leadership Research (CEMLR) in XLRI, on the institute's premises.



XLRI professor Manish Singhal at the teachers' workshop in Jamshedpur on Sunday. (Bhola Prasad)

Fifteen teachers from DBMS English School, St Mary's English School, ADLS

Sunshine School, Kerala Samajam Model School and Kerala Public School received tips on being student-friendly and managing classrooms better. XLRI professors Manish Singhal, Father S. George, Father Tony Raj and Father Oswald Mascarenhas held the second edition of the workshop, which was conceptualised by XLRI professor I.S.F. Irudayaraj last year.

The workshop also gave participants a chance to know the qualities needed to be a good teacher, find out if they had them, and if not, how they could imbibe some.

Instead of lectures, training was imparted through

teractive sessions, games and activities.

"The workshop is designed for teachers so that they tackle students effectively," said Vikas Goyal, a second-year business management student of XLRI.

Teachers were, no wonder, happy attending the workshop. "We got a chance to assess ourselves via games and activities. The workshop made us know necessary areas we should work on," said Veesha, a member of ADLS Sunshine School, who found the emotional intelligence session "very enriching".

PUBLICATION: The Telegraph
DATE: 25 September 2016
EDITION: Jamshedpur
PAGE: 6

Pitch for craft

OUR CORRESPONDENT

Jamshedpur, Sept. 24: Eminent social activist and founder of Self Employed Women's Association (SEWA) Ela Ramesh Bhatt today emphasised on the need to support and encourage poor craftsmen.

The Ramon Magsaysay awardee, who was here to deliver the third Dr Verghese Kurien Memorial Oration on Sustainable Development at XLRI, said: "We should support village craftsmen who eke out a living by making handmade products. Traditional crafts are not only our past, but also our future."

Speaking on the topic "Living with Anubandh: A Way to

Sustainability", Bhatt explained what *anubandh* meant.

"Anubandh means to follow a connection. It says that we are all bound to each other and to the land. For example, one's economic well-being affects another's mental and physical health," added Bhatt, who has worked extensively for women and is also one of the founders of Women's World Banking.

Bhatt also expressed her concern over globalisation and its detrimental effects on local producers.

The event was graced by Tata Steel managing director T.V. Narendran, who is also the chairman of XLRI Board of Governors, and XLRI director Father E. Abraham.

PUBLICATION: The Telegraph
DATE: 10 September 2016
EDITION: Jamshedpur
PAGE: 9

Tough talk to take on bullies

ANANTARABINE

Getting bullied is reason for mental health issues among many youngsters. It's time bullies are talked about and talked out. On Friday, the eve of World Suicide Prevention Day, Tata Steel Hospital (TSH) in Jamshedpur organised a public group discussion on the topic "Living with Anubandh: A Way to Sustainability".

Putting the lens on young youngsters, TSH has chosen the topic of bullying, which affects youngsters deeply, connecting it with the global theme "connect, communicate, care".

On Friday, TSH organised a workshop on how to combat bullying, where XLRI students and teachers from also took part. In four group discussions to peak openly on the issue.

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DAW Public School student with placards at the Walk for Life rally near Tata Mahalaxmi Hospital in Bhubaneswar on Friday and others. (Bhola Prasad)

PUBLICATION: The Times of India, Student Edition
DATE: 5 September 2016
EDITION: Kolkata
PAGE: 8

Biz school holds annual sports & cultural fest

The Xavier School of Management, recently launched its Annual Sports & Cultural Festival 'Vaibhava 2016' at the XLRI campus. The theme this year was 'The Streets Are Calling'. In its 20th Edition, the three-day extravaganza featured a mix of sports and cultural activities. The festival was inaugurated by the Vice-Chancellor, Dr. S. K. Mishra, who addressed the students and faculty members. He emphasized the importance of sports and cultural activities in the holistic development of students. The festival was a grand success, with students showcasing their talents in various sports and cultural events. The event was held in a grand manner, with a large gathering of students and faculty members. The festival was a great opportunity for students to showcase their talents and have fun. The event was held in a grand manner, with a large gathering of students and faculty members. The festival was a great opportunity for students to showcase their talents and have fun.



The celebration had a kick started with a grand inauguration ceremony. The Vice-Chancellor, Dr. S. K. Mishra, inaugurated the festival by addressing the students and faculty members. He emphasized the importance of sports and cultural activities in the holistic development of students. The festival was a grand success, with students showcasing their talents in various sports and cultural events. The event was held in a grand manner, with a large gathering of students and faculty members. The festival was a great opportunity for students to showcase their talents and have fun. The event was held in a grand manner, with a large gathering of students and faculty members. The festival was a great opportunity for students to showcase their talents and have fun.

PUBLICATION: The Telegraph
DATE: 19 September 2016
EDITION: Kolkata
PAGE: 11

For the people, of the people

Be the change. Do an internship with a government department, writes Avijit Chatterjee

If you are one of those people who have always called the government inefficient and questioned how projects are implemented, here is a chance to change things. Governments, both in the state and the Centre, are providing several fellowships and internship opportunities to students because they want to harness the talents of youngsters who will bring new and fresh ideas.



The newest entrants to the Indian government fellowships were the chief minister's offices of various state governments. Then there are other internship opportunities at the Cabinet Secretary, Planning Commission, Union ministry of external affairs, Union ministry of corporate affairs, Union human resource development ministry, besides many others. Unlike corporate internships, the government fellowships / internships do not last for a mere two-three months; they last for at least a year, if not more. In some cases, as in the case of the Prerna Mission's Rural Development (PMRD) fellowship, they last for more than three years.

And, if previous interns are to be believed, they are an exciting and engaging as an internship in the private sector, if not better. Take the case of Pawan Ranod, who has just completed his PMRD Fellowship. A qualified doctor, Ranod had got through the Maharashtra Public Service Commission exam and was just a step away from landing a well-paying government job when the PMRD Fellowship interview came through. "I opted for the Public Service Commission, but since I knew I would get plenty of job opportunities but would not get an opportunity to become a PMRD fellow as these fellowships are not announced every year. Moreover, there is a lot of prestige associated with the fellowship," he reasons.

Three years down the line, he feels he has earned a lot in terms of experience of working at the grassroots level. Now that he has cleared the Union Civil Service Exam and joined the Indian Police Service, Ranod feels the experience will help him become a good administrator. "My experience of working with the laboratories in the Thane district of Assam has helped me understand what leads to a deteriorative in the law and order situation. I have understood that a

law and order situation is not always related to crime. There are various reasons, such as unemployment or lack of means for development, which can prompt people to get into a criminal mindset. That has been my biggest takeaway," he says. He also feels happy to have made a difference in the lives of the impoverished people in Thane district, which has several sea plantations. "We helped the people living in the area, especially around the Khatanga Tea Estate to open 1,000 bank accounts. We also helped the government to implement the Pradhan Mantri Jan Dhan Yojana as well as the Saral Adash Gramin Yojana in the district. In fact, we did not leave any central government project untouched. That has been the biggest satisfaction," he beams.

For those who want to work in the rural sector or with the government in future, such fellowships are helpful as they help get a first-hand knowledge of how the government functions. These internship opportunities are not about framing policies but about implementing programmes framed by the government. XLRI, a premier business school in Jamshedpur. According to him, such experiences always come in handy. Corporate rates too seek out youngsters who have worked as fellows or interns in government departments as they believe an exposure to the way the government system functions helps them cope with the demands of a corporate job much better, especially when such job demands understanding public policies and working with government departments. Also, those who have had some experience of public service as fellows or interns contend that they develop a different idea about the workings of the government and tend to appreciate its work. For Dr. Siddhant Bhargava, his stint as an intern at the office of Maharashtra chief

minister Devendra Fadnis was an eye opener. Says Dr. Bhargava, "In a society that often views politicians and government officials with a certain sense of suspicion and even distrust, the CMD internship gives young professionals a chance to be 'part of the system'. It's the best way to understand the functioning of the official machinery and offer suggestions for change. Prior to joining the leadership programme, I had no particular idea about the way government functioned but now I appreciate good things within the government."

As an intern, Dr. Bhargava first worked with the City and Industrial Development Corporation of the Government of Maharashtra for developing an industrial airport at Navi Mumbai. Then, on the same city project at the state's far-flung Marathwada region for which his training as a medical doctor proved to be helpful, he worked on setting up a telemedicine and a mother and childcare facility at Marol village in the Maharashtra district of Nanded. "Such kind of work in a rural area makes you aware of the challenges faced by the government. Also, you get a better understanding of the government, administration, public service, policy planning etc," he says.

Graduates / postgraduates can participate in these internships or fellowships. Those having experience of working with NGOs or public or private sector organisations are given preference. Some government internships / fellowships pay a handsome stipend. For example, the PMRD fellowship offers a stipend of Rs 20,000 for the first four months and then offers a stipend of Rs 20,000 for 11 months. Other internships too offer a stipend in the region of Rs 20,000 to Rs 30,000. But more than the money, what takes the cake is the opportunity to make a difference in the lives of ordinary folks and see your ideas turning into actions.

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DATE: 2 September 2016
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PAGE: 9

Workshop tomorrow to help start-ups Survival checklist for biz women



Adityapur auto cluster where the workshop will take place on Saturday

Women entrepreneurship is on the rise, but running a business isn't easy. Keeping this in mind, Ranchi-based NGO Jan Swa Shakti Samiti and steel city-based Kalpvriksh Foundation, a voluntary outfit, will organise a daylong workshop at Adityapur auto cluster on Saturday to guide aspiring women entrepreneurs of Jamshedpur and surrounding areas. Over 150 women are likely to attend the workshop, titled "Empower", which is being organised under Jan Swa Shakti Samiti's The Butterfly Project that is supported by the state department of industries. "The workshop will be a big boost to women entrepreneurship in Jharkhand. It aims to inspire women so that they can create avenues of self-employment for themselves," said K. Ravi Kumar, director, state department of industries. Nearly 25 mentors, who have passed out from renowned B-schools and have been suc-

cessful in their own businesses, will attend the workshop. The participants will get to hear success stories of women who have made it big as entrepreneurs. This apart, they will be taught how to brush up their communication skills, about digital marketing, taxation, the legal formalities involved and will be connected to bankers as well. The registration charge is Rs 100 for participation and Rs 750 for sharing a business idea. "There are too many barriers when it comes to business or entrepreneurship. Till now, women are very active in other things, but there is hardly any woman network that discusses business," said Malavika Sharma, chief ideator of The Butterfly Project and an alumna of XLRI. Notably, a similar workshop was organised in Ranchi in April this year. "We had received good response in Ranchi and now it is Jamshedpur, where we will help women to start their start-ups," said Sharma, who runs an apparel brand called Avika that works with 900 rural women in Ranchi. The XLRI alumna maintained that they wanted women to get inspired by off-beat ideas and not just opening a beauty parlour or venturing into handicraft business. "We want them to get inspired by Ekta Kapoor, MD, Bahaji Telefilms; Kiran Mazumdar Shaw, CMD, Biocon or Richa Kar and other women who have made a mark in unconventional areas," she said. Sharma added The Butterfly Project would organise workshops in Dhanbad, Bokaro and Hazaribagh as well to

